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| Theorist | Concept | Particip | Procedure of Experiment/Study | Results | Conclusion | Limitations | Gender and culture diffs |
| **Watson** | Behaviorism: All behavior is determined by our environment.  Should not study any mental process because it cannot be observed – only behavior can be observed so it is the only reliable subject for study.  Classical Conditioning of fears and emotions | Little Albert | Albert exposed to rat and other furry objects – no fear.  Loud noise made when rat was presented. | Albert developed a fear of not only the rat but generalized the fear to anything furry.  Fear of noise transferred to fear of rat (and other things) | Fears and emotions are learned from the environment | Only used one child.  Unethical means it cannot be replicated | Not all people respond the same way to a stimulus.  Some cultures have very different fears.  Gender specific fears. |